

IMPACT OF COVID-19 ON THE EUROPEAN HEAT PUMP MARKET

EHPA WEBINAR 20 MAY 2020

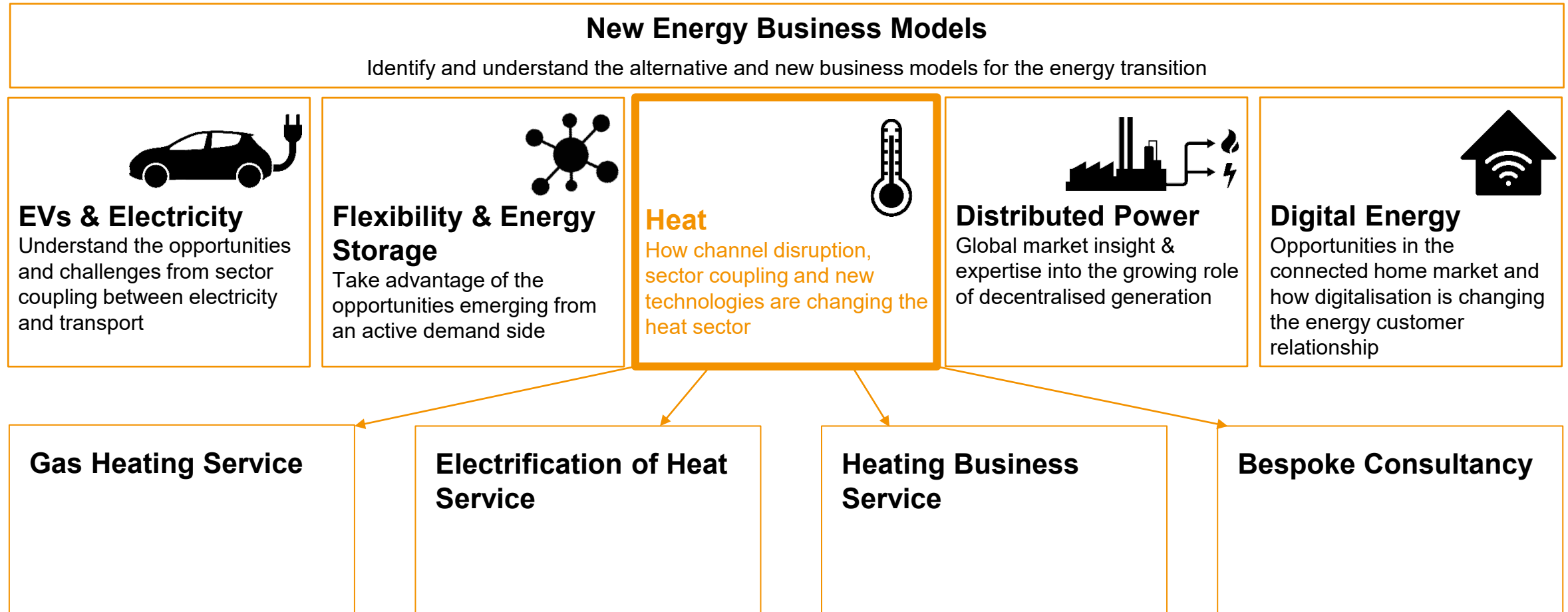
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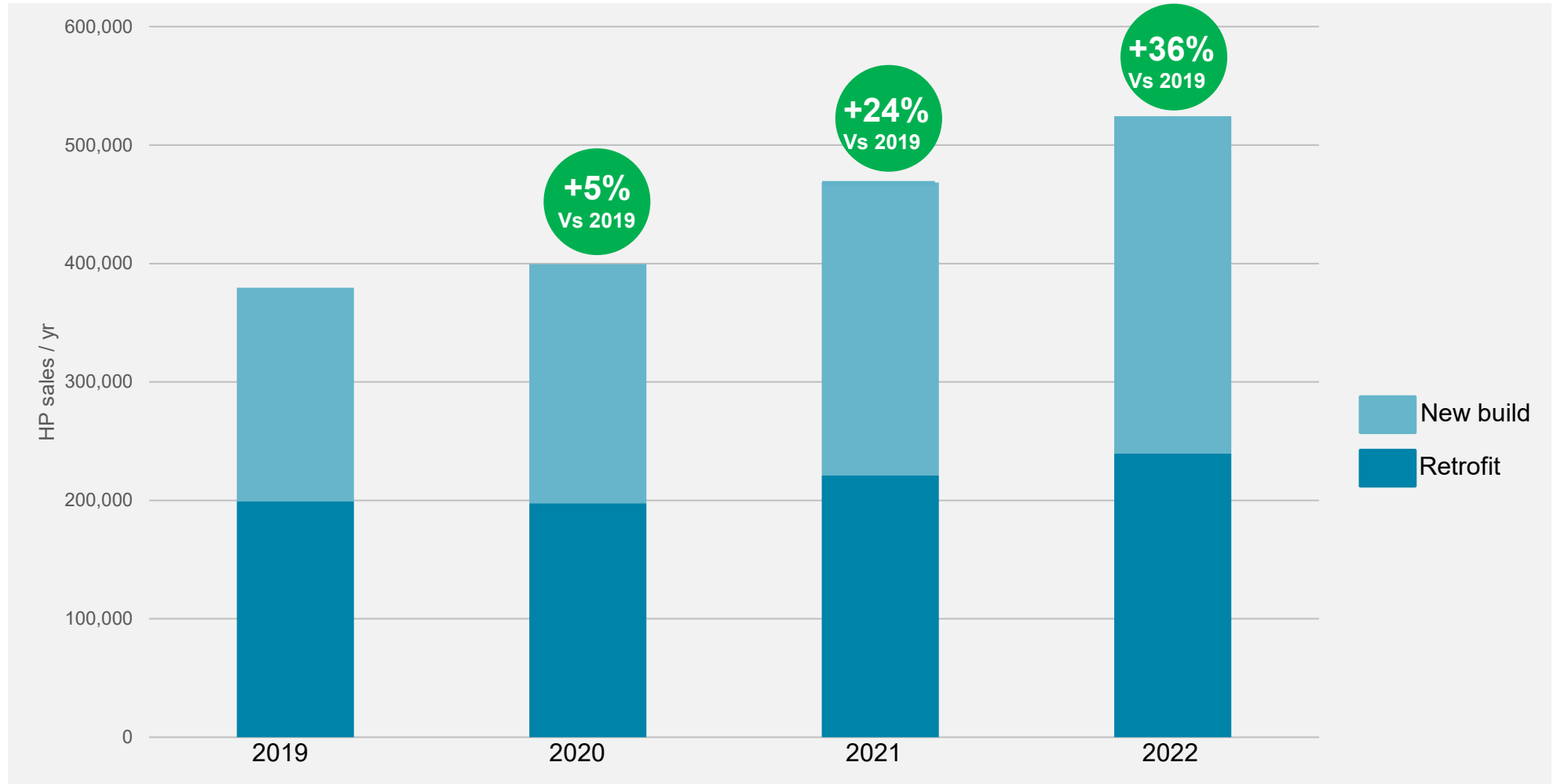
Delta-EE enables organisations to develop the best strategies, business models and customer propositions for the energy transition

Clients work with Delta-EE because our unparalleled research base provides both breadth and depth of expertise, spanning:



Pre-covid: Positive outlook for HP sales in Europe's main markets

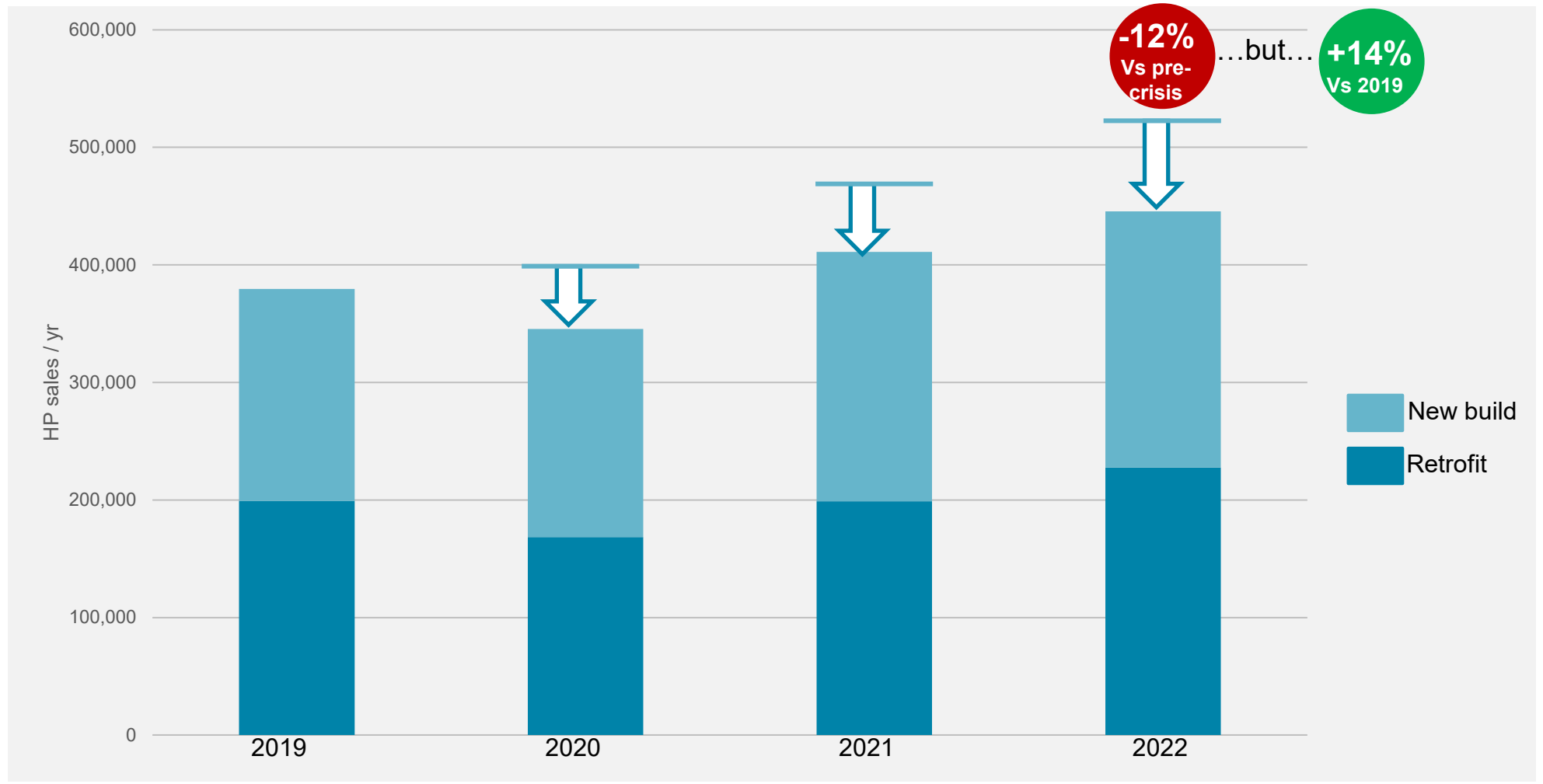
Pre-covid forecast to 2022 (FR, DE, UK, NL and IT)



Source: Delta-EE Covid-19 forecasting 2020

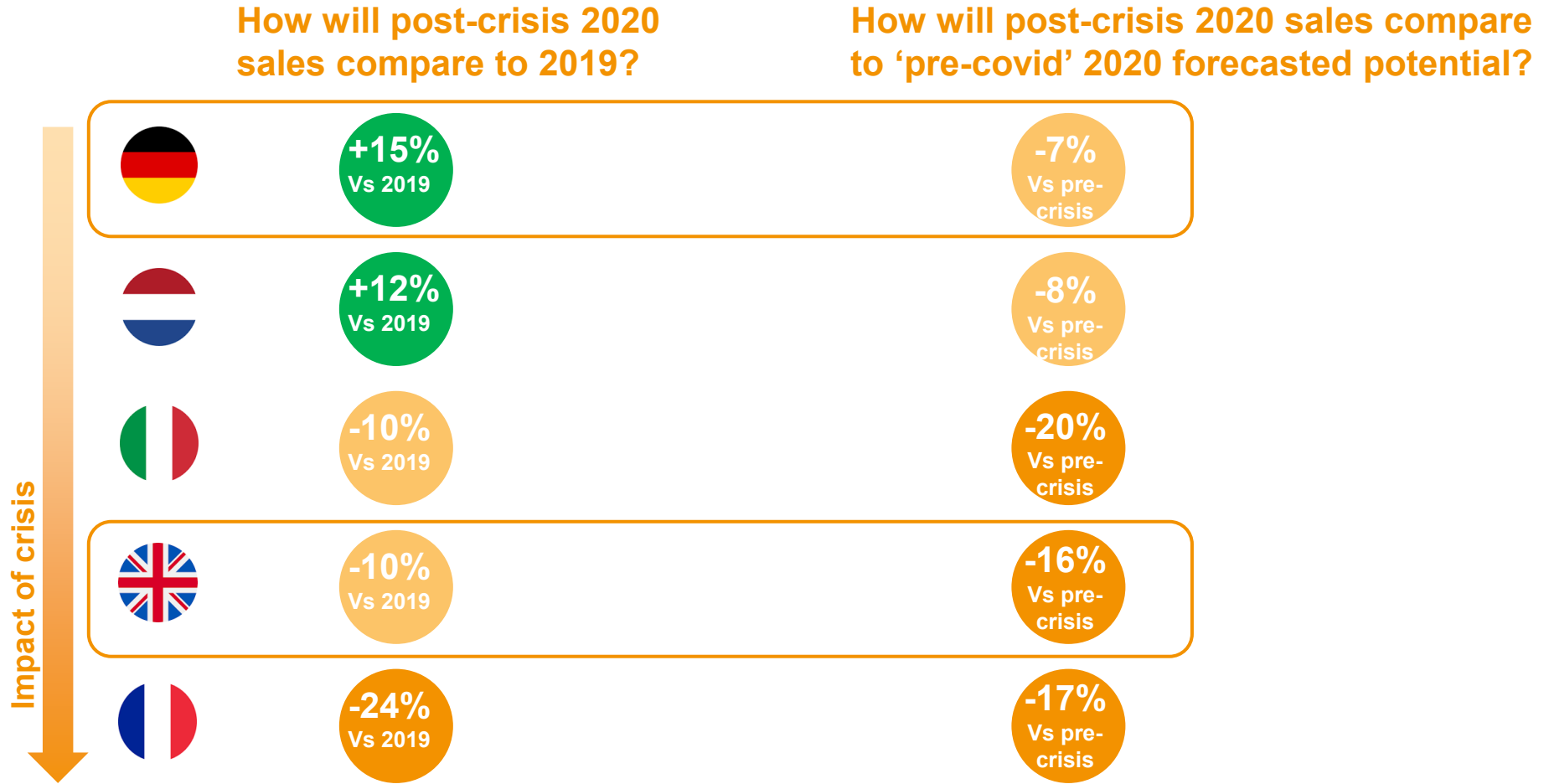
Post-covid, forecast is dampened – though there is still growth

Post-covid Forecast to 2022 (FR, DE, UK, NL and IT)



Source: Delta-EE Covid-19 forecasting 2020

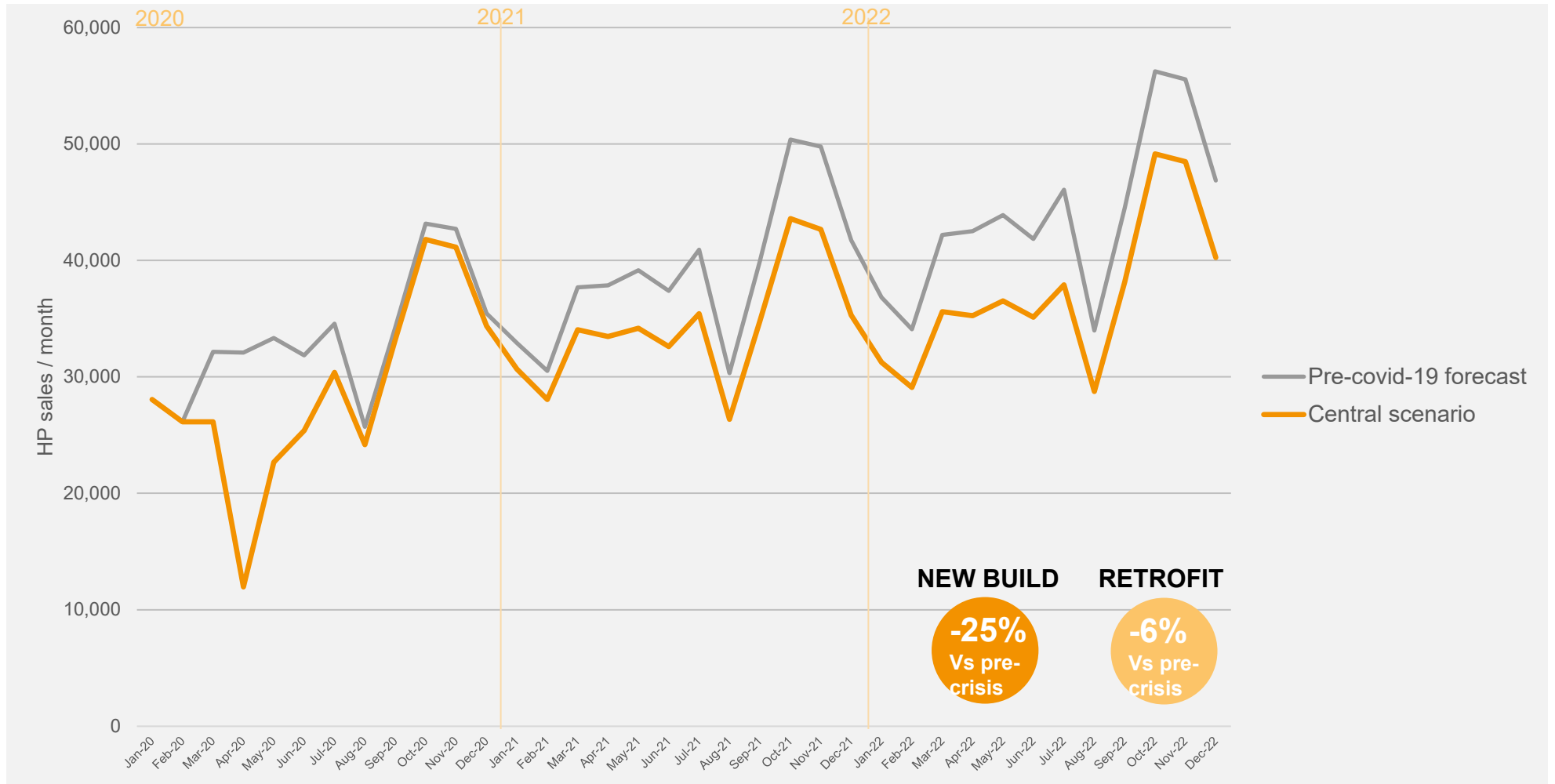
How do countries compare? Outlook for 2020



Source: Delta-EE Covid-19 forecasting 2020

What could the recovery from the Covid-19 crisis look like?

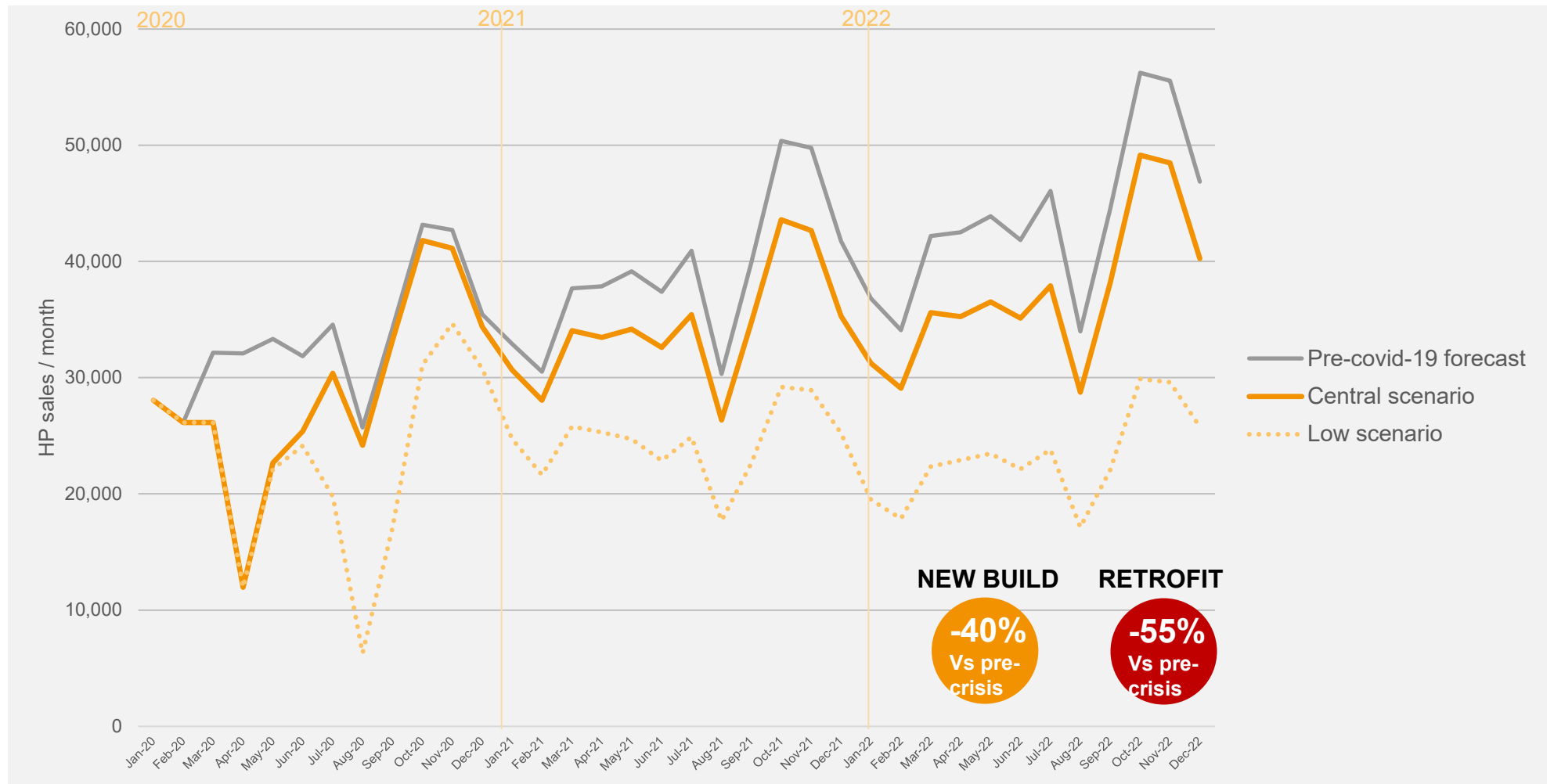
Central forecast: Dampened growth, mainly in new build



Source: Delta-EE Covid-19 forecasting 2020

What could the recovery from the Covid-19 crisis look like?

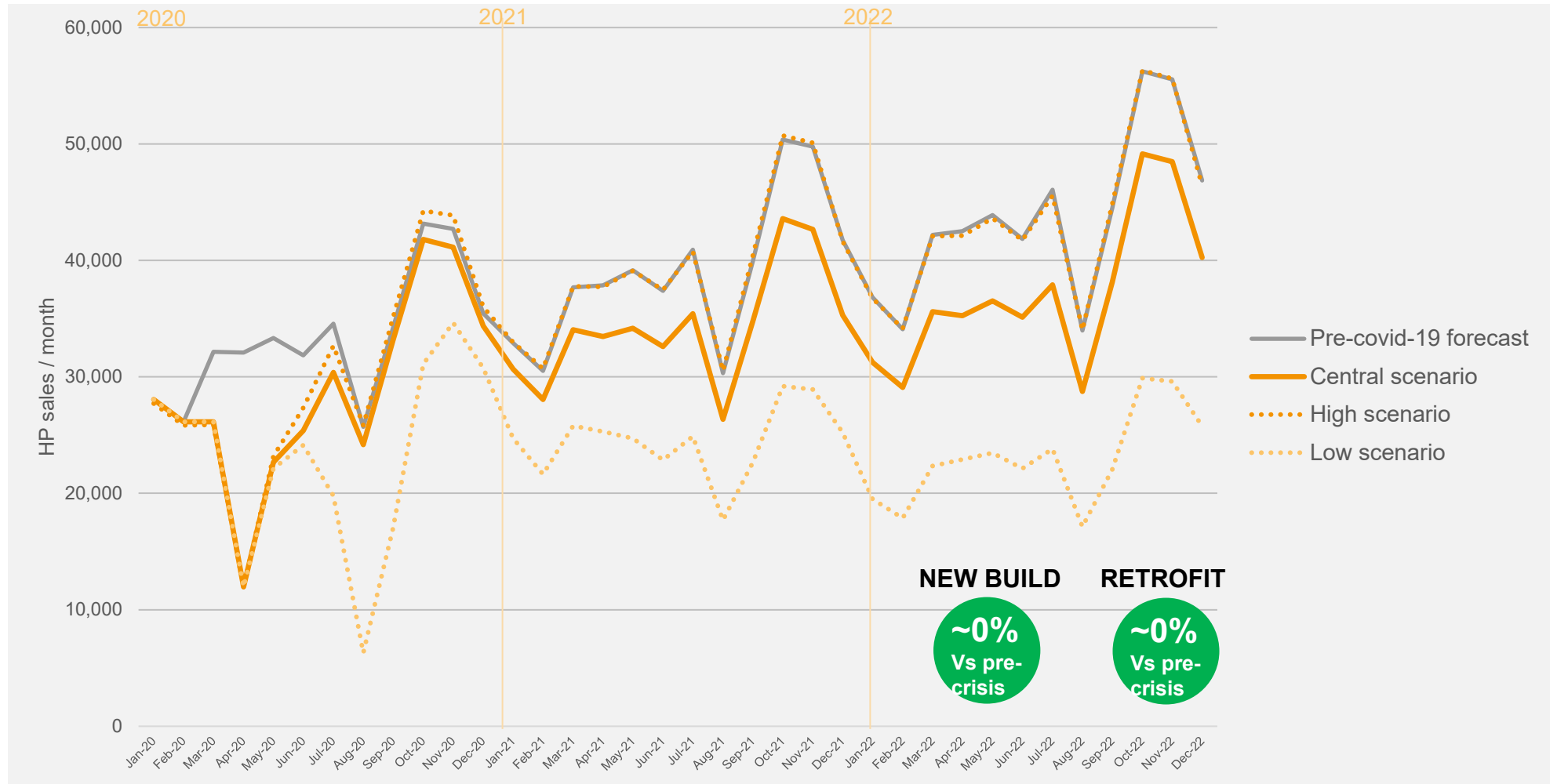
Low scenario: Severe impact for next 3+ yrs, especially in retrofit



Source: Delta-EE Covid-19 forecasting 2020

What could the recovery from the Covid-19 crisis look like?

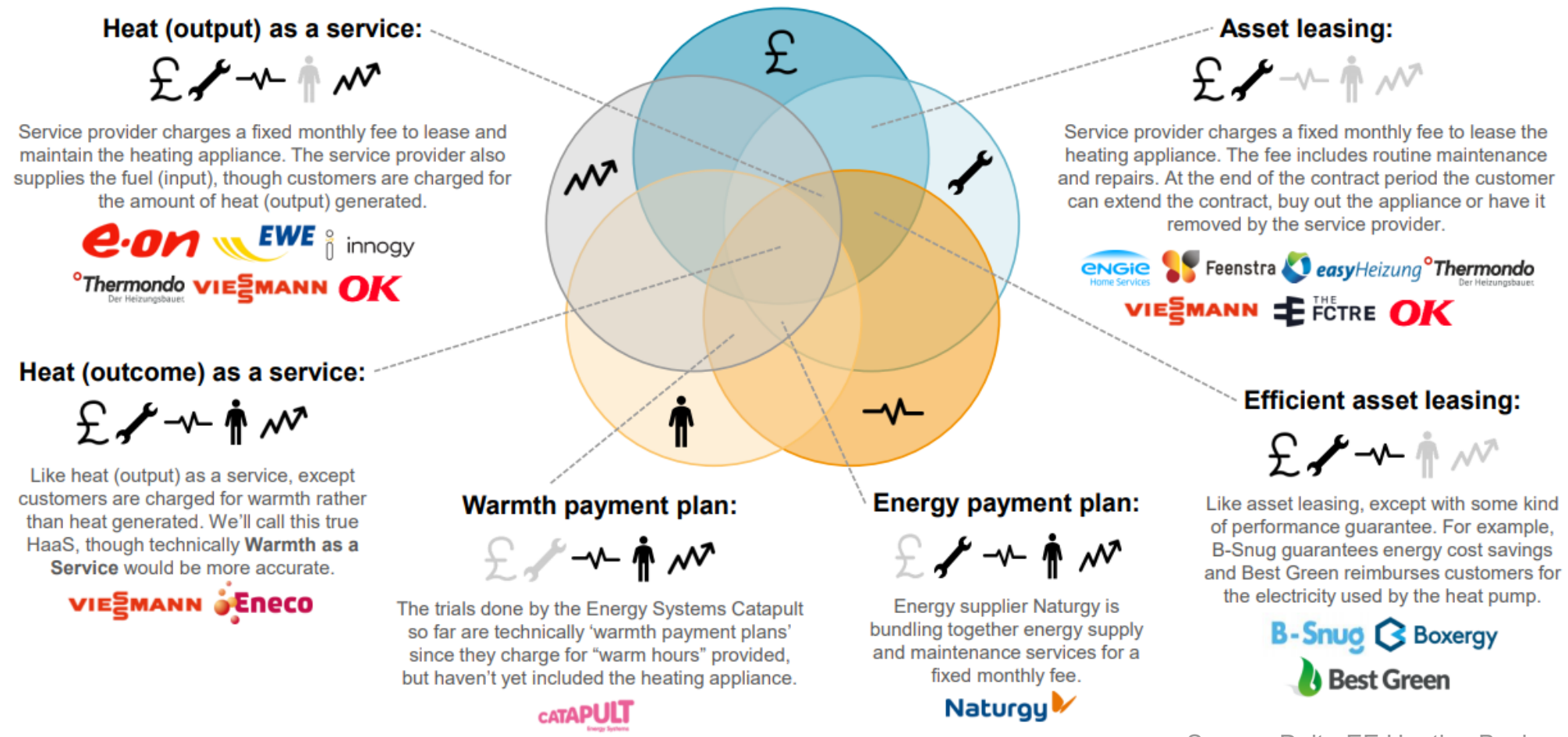
High scenario: Short sharp shock then back on track for growth



Source: Delta-EE Covid-19 forecasting 2020

The Covid crisis as a catalyst for change in the heating market – opportunities for the heat pump industry (1)

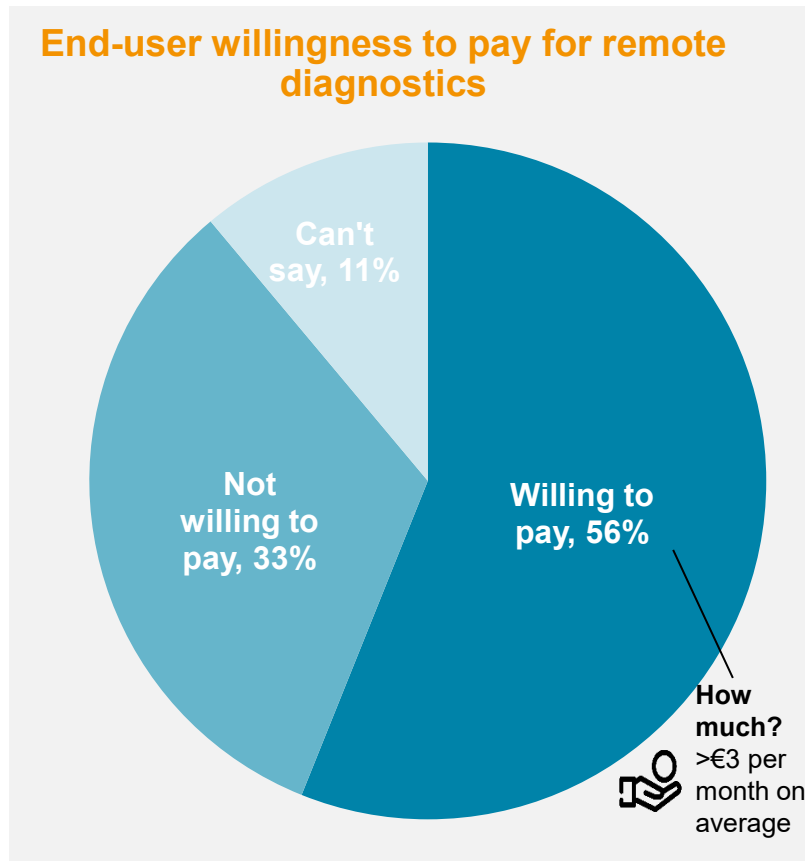
A change of focus from 'shifting boxes' to 'selling services': 'Heat as a Service' can drive recovery from the Covid crisis in the retrofit sector



Source: Delta-EE Heating Business Service

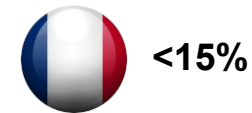
The Covid crisis as a catalyst for change in the heating market – opportunities for the heat pump industry (2)

Digitalisation across the heat pump value chain can support installers, capture new value streams, and build resilience and in the wake of the Covid-19 crisis



Source: Delta-EE customer research, UK, FR, DE, IT, NL

Market penetration of heating servicing contracts



Key players



Thank you!

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